

## WHAT IS CLAIMED IS:

1. An LCD control unit for driving an LCD panel in an LCD device, said LCD control unit comprising:

a signal controller for generating a voltage address signal and a polarity control signal;

a voltage generator block for generating a plurality of (n)  $\gamma$ -voltage levels and a plurality of (m) Vcom-voltage levels based on said voltage address signal,

a voltage selecting block for selecting a specified number of said  $\gamma$ -voltage levels and one of said Vcom-voltage levels based on said polarity control signal to output said specified number of  $\gamma$ -correction voltages and a Vcom voltage; and

an LCD driver for generating a set of display data signals based on a set of external data signals, said LCD driver including a  $\gamma$ -correction section for correcting voltages of said display data signals based on said specified number of  $\gamma$ -correction voltages.

2. The LCD control unit as defined in claim 1, wherein said voltage address signal and said polarity control signal are generated based on a software as time series signals.

3. The LCD control unit as defined in claim 1, wherein said voltage generator block includes a resistor string for generating n

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$\times L$  voltage levels,  $n$  first decoders for selecting said  $n$   $\gamma$ -voltage levels from said  $n \times L$  voltage levels based said voltage address signal, and  $m$  second decoders for selecting said  $m$  Vcom-voltage levels from said  $n \times L$  voltage levels based on said voltage address signal, given number  $L$  being an integer.

4. The LCD control unit as defined in claim 1, wherein said specified number of  $\gamma$ -correction voltages are a pair of  $\gamma$ -correction voltages.

5. The LCD control unit as defined in claim 4, wherein said voltage selecting block alternately selects said pair of  $\gamma$ -correction voltages having a positive polarity and said pair of  $\gamma$ -correction voltages having a negative polarity, with respect to said Vcom voltage

6. The LCD control unit as defined in claim 1, wherein said voltage generator block includes a resistor string for generating a plurality of voltage levels, a decoder for decoding said voltage address signal, and a selector for selecting one of said  $\gamma$ -voltage levels or one of said Vcom voltage levels.

7. The LCD control unit as defined in claim 1, wherein said LCD control unit is a one-chip IC.

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